

Abstract of the Disclosure

An interactive television program guide system is provided in which a user may inform a program guide of the user's interests. The interactive program 5 guide system displays a list of available programming themes. The user may select a programming theme from the available programming themes and designate a level of interest in that theme. The user may designate, e.g., a high level of interest, i.e., a "favorite," or 10 a low level of interest in the theme. The programming guide will modify a list of themes according to the selected theme and level of user interest. The user is thus able to view the themes list and quickly identify 15 programs of interest by the location of the selected theme in the themes list, or by a distinctive display of the selected theme.